

**MANSFIELD DOWNTOWN PARTNERSHIP
BUSINESS DEVELOPMENT AND RETENTION COMMITTEE**

Special Meeting

November 28, 2011

5:00 PM

**Mansfield Town Hall
Conference Room B**

Minutes

Present: Roger Adams, Curt Hirsch, Marty Hirschorn, Steve Rogers, Rene Schein, Brain Wells

Staff: Cynthia van Zelm

Guest: Howard Kaufman, LeylandAlliance

1. Call to Order

Steve Rogers called the meeting to order at 5:05 pm.

2. Public Comment

There was no public comment.

3. Approval of Minutes from March 2, 2011 and April 12, 2011

Rene Schein made a motion to approve the March 2, 2011 minutes. Curt Hirsch seconded the motion. The motion was approved unanimously. Ms. Schein made a motion to approve the April 12, 2011 minutes. Mr. Hirsch seconded the motion. Brian Wells abstained. The minutes were approved.

Howard Kaufman with LeylandAlliance joined the meeting by telephone.

Ms. Schein made a motion to go into executive session pursuant to the applicable provisions of the Freedom of Information Act, particularly Connecticut General Statutes sections 1-200 (6) (E) and 1-210 (b) (5), to receive commercial or financial information not required by statute and given in confidence by the Storrs Center Master Developer's representatives. Roger Adams seconded the motion. The motion was approved.

4. Executive Session pursuant to Connecticut General Statutes sections 1-200 (6) (E) and 1-210 (b) (5)

Present: Mr. Adams, Mr. Hirsch, Mr. Hirschorn, Mr. Rogers, Ms. Schein, and Mr. Wells

Also Present: Ms. van Zelm; Mr. Kaufman by phone

5. Update on Relocation

Ms. van Zelm said that the Partnership's relocation consultant Phil Michalowski has increased his activity and has met with several of the businesses that will relocate. He will continue to work with businesses on their relocation plans and relocation claims.

6. Update on Outreach and Promotion of Current Businesses

Ms. van Zelm noted that the Partnership has been working on a few initiatives that will promote the current businesses that will be affected by relocation. A sign will be ready next week to be placed on the 1254 Storrs Road building that indicates that businesses are open during construction.

The Partnership is also preparing business profiles to be placed on its construction web page of the current businesses. A profile has been done for Storrs Automotive and more are to follow.

Ms. van Zelm said the Partnership also worked with the Town's Planning and Development and Town Manager's offices to develop a "Local First Mansfield" campaign which kicked off on Saturday. An informational meeting was held last week at the Mansfield General Store. Several businesses have signed up to participate. The program includes a voluntary incentive program whereby businesses draw a name of a customer to receive a prize at the end of the program (in January).

Mr. Wells said that the Nathan Hale includes the UConn magazine, Connecticut magazine, and the Windham Chamber of Commerce Visitors Guide in its rooms. These publications may be good places to advertise for Storrs Center.

7. Future Meetings

The Committee agreed to meet on February 16, 2012 at 5 pm.

8. Adjourn

The meeting was adjourned at 6:25 pm.